PRANAV .B

VIDEO EDITOR | MOTION GRAPHICS DESIGNER

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SUMMARY

Video Editor and Motion Graphics Designer with 4+ years of experience creating commercials, social media campaigns, promotional videos, and branded content. Proficient in Adobe Premiere Pro, After Effects, and Photoshop, with a strong focus on storytelling and delivering engaging visual content on time.

EXPERIENCE

VIDEO EDITOR -DHE CHAYAKKDA

August 2024 - present

- Produce promotional videos and social media reels that increase customer engagement across digital platforms.
- Design motion graphics and promotional creatives while maintaining consistent brand identity.
- Collaborate with the marketing team to plan and deliver campaign content within deadlines.
- Optimize videos for Instagram, Facebook, and YouTube to maximize reach and audience retention.

VIDEO EDITOR -Eywa media

August 2022 - August 2024

- Edited marketing videos and advertisements for multiple brands, consistently delivering projects on schedule.
- Created motion graphics and visual effects that improved campaign engagement and click-through performance.
- Collaborated with designers and marketing teams to produce high-quality promotional content.
- Managed multiple projects simultaneously while maintaining quality and meeting client expectations.

VIDEO EDITOR -Kiruvin Creation

August 2021- August 2022

- Edited 50+ promotional videos for restaurants and interior design clients.
- Designed motion graphics that contributed to a 60% increase in campaign click-through rates.
- Organised project assets and maintained efficient editing workflows for faster delivery.

Freelance Video Editor

JANUARY 2020 - AUGUST 2021

- I have delivered over 50 video projects, including motion graphics and promotional reels, on tight deadlines while ensuring high quality. My optimised video content boosted social media engagement by 40%, increasing brand visibility. Additionally, my ad campaigns and product videos led to a 25% rise in client sales and conversions.

TECHNICAL SKILLS

- Adobe Premiere Pro
- Adobe After Effects
- Motion Graphics
- Storytelling
- Color Grading
- Sound Design
- Social Media Content
- Commercial Editing
- Photoshop
- Illustrator
- Brand Content
- Short-form Video

SOFTWARE

- Premiere Pro
- After Effects
- Photoshop
- Illustrator
- Audition
- Davinci Resolve

EDUCATION

BSc. Visual Communication

VLB Janakiammal collage of arts and science, Coimbatore, Tamil Nadu
2019 - 2022

PORTFOLIO

LANGUAGES

English

Proficient

Malayalam

Natiive

Tamil

Advanced